

A young child with blonde hair, wearing an orange sweater, is holding a bunch of fresh carrots and leafy greens. The child is looking down at the produce with a focused expression. The background is softly blurred, showing more greenery and hints of other people, suggesting a market or farm setting. The overall tone is warm and natural.

South Melbourne Market
**Environmental
Sustainability Strategy**

2023 – 2027



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Wominjeka

The South Melbourne Market respectfully acknowledges the Traditional Owners of this land, the people of the Kulin Nation. We pay our respect to their Elders, both past and present.

We acknowledge and uphold their continuing relationship to this land and water on which we rely.

We recognise the intrinsic connection of the Traditional Owners to Country and acknowledge their contribution in the management of land, water and resources.



The next step in our journey

Introduction

South Melbourne Market's first Environmental Sustainability Strategy

South Melbourne Market's vision states that the Market is a 'leader in sustainability', and one of the key initiatives in the Market's 2021-25 Strategic Plan is to develop an environmental sustainability strategy that delivers on our brand promise and helps us achieve our vision.

Developed through consultation with Market traders, our cleaning and waste management contractors, the South Melbourne Market Committee, the City of Port Phillip and Market community, this strategy outlines the City of Port Phillip and South Melbourne Market's commitment to environmental sustainability for the organisation and the wider community. It establishes a pathway that will transition the Market to being a destination with lower carbon emissions, reduced waste and more resilience to climate change.

The strategy identifies 40 actions that outline how the Market will respond to three priority areas, being to wipe out waste, transition towards a zero-carbon operation and reduce water usage and impact on waterways.

On behalf of the South Melbourne Market Committee and Management Team, we are excited to present this strategy and look forward to creating a more sustainable Market over the coming five years.

Amanda Stevens
South Melbourne Market Committee Chair





Why do we need this strategy?

Our responsibility

Climate change and the degradation of our environment are global issues that will impact each and every one of us. The carbon emissions that we generate through the operation of the South Melbourne Market (the Market) have an environmental impact far beyond its four walls. We have a responsibility to our local community, global population and future generations to ensure we are doing what we can to minimise the environmental impact of our operation.

Our risks

Climate change poses real risks to the current and future operation of the Market. It is essential that we do our part to mitigate these risks so we can continue to provide a thriving, safe and joyful market for generations to come.

These risks include:

Supply disruptions and increased costs of food and goods



We are already starting to see the impacts of climate change on our foods systems; extreme weather events will damage crops and disrupt supply chains, driving up costs and reducing availability. Soil degradation and a significant decline in insects that are integral to foods systems also pose risks to future supply.

Increased operating costs



Operational costs will continue to rise, either through the direct impact of climate change or higher costs imposed to discourage unsustainable options. For example, droughts may increase the costs for potable water use if it cannot be supplemented by rainwater supply. We also saw a 65% increase in landfill costs in Victoria between July 2021 and July 2022 – with the Market's popularity expected to continue to grow, it is essential that the additional waste created does not end up in landfill.

Damage to the Market and traders' products



The expected increase in extreme weather events may cause more frequent and severe damage to the Market and its traders' businesses.

Health risks



The Market does not have climate control and with a predicted rise in heat related health stress, traders and shoppers may be adversely affected while at the Market.



Our sustainable foundations

The Market is committed to achieving the actions outlined in the *City of Port Phillip's Act and Adapt Sustainable Environment Strategy 2018-28* and its supporting strategies.

The strategy identified five key priorities to be achieved:

- **A greener, cooler and more liveable City**
- **A City with lower carbon emissions**
- **A City that is adapting and resilient to climate change**
- **A water sensitive City**
- **A sustained reduction in waste**

The strategy has committed to increase the sustainability of South Melbourne Market by installing renewable energy, and has identified a range of other actions that will provide positive sustainability outcomes for the Market including:

- A procurement policy that prioritises the use of recycled and recyclable products

- A commitment to increase greening and open spaces
- Supporting the uptake of electric vehicles through the installation of public charging stations
- Delivering integrated transport options to encourage customers to drive less
- Water sensitive design and management

The development of a site-specific strategy for the Market will enable us to better support the delivery of Council's priorities by targeting additional operational environmental sustainability opportunities. Working together, the aligned strategies will help us to achieve the best environmental outcomes for our traders, shoppers and local community.





South Melbourne Market today

The Market has already made significant changes to reduce the environmental impact of our operation. The report card below details some of our key achievements and opportunities we need to address to continue to be leaders in environmental sustainability.

Since 2016 the Market has:

- Recovered over **191 tonnes of oyster** and mussel shells to rebuild the reefs in Port Phillip Bay in partnership with The Nature Conservancy
- Generated **771,672 kWh of solar power** avoiding 900 CO₂-e in carbon emissions
- **Banned** the use of all plastic shopping bags and plastic straws
- Installed additional **bike racks** to make sustainable transport easier options
- Diverted **150,000 coffee cups** from landfill
- Received **awards** from LGPro, IPAA and Australian Organics Recycling Association for our waste management programs
- Installed two free, public **electric vehicle chargers**
- Introduced a Gaia machine allowing us to recover food waste that was previously going to landfill. We turned **1,164 tonnes of waste into SoilFood**, a nutrient dense fertiliser used by farmers and our local community



But there is still work to do...

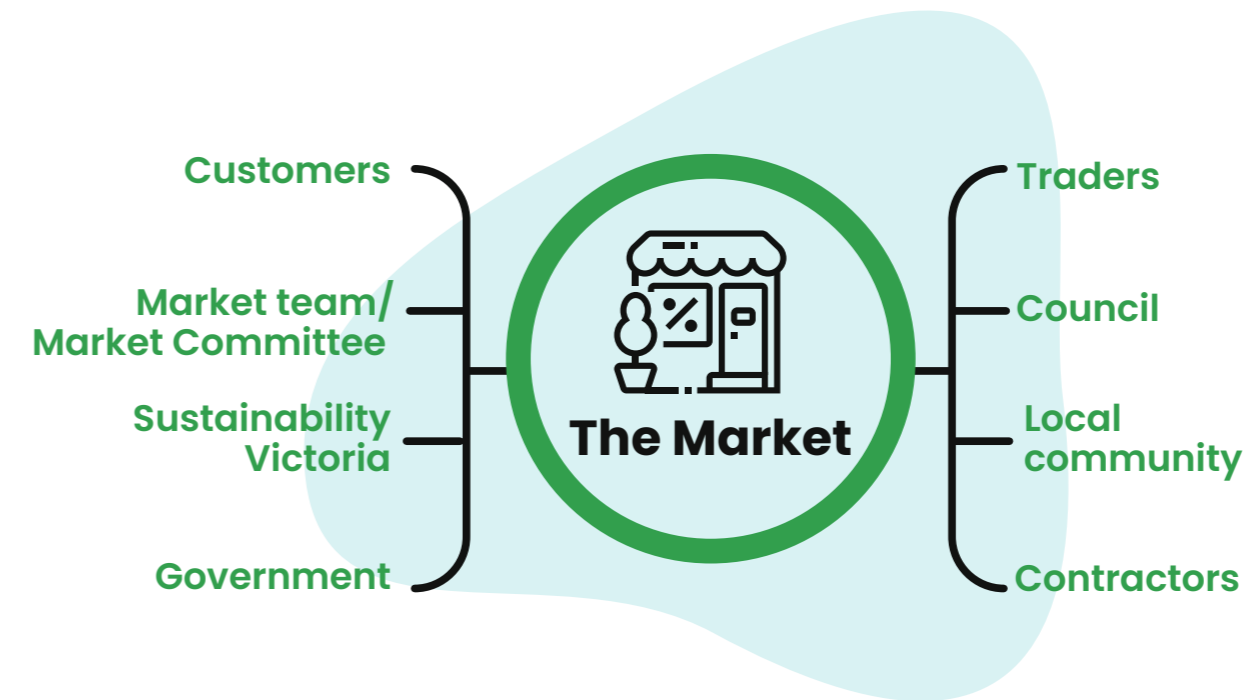
- We are still reliant on plastic and some traders are using plastic packaging items that cannot be recycled
- Many tenancies with their own electricity supply are not using renewable power
- We are still using gas in applications that we don't need to
- Large sections of our lighting and many of our appliances are not energy efficient
- We are not benchmarking or setting targets to reduce our potable water use
- We don't provide enough options for our customers to dispose of their waste into the right waste stream
- We don't have any criteria to ensure our traders are considering sustainability when designing and building their fit-outs





Our partners

The Market is passionate about sustainability and excited about the challenges and opportunities we have set for ourselves over the next five years, but we cannot do it alone. Our partners are integral to our success and working together we will achieve better outcomes for everyone involved.



Key partners

Our traders

Our Market traders are key to delivering the outcomes we aim to achieve with this strategy. Working in collaboration with our traders we have already achieved so much. They have embraced the operational changes we have made to improve the sustainability of the Market and many have already led the way with their own visions for their business, using sustainable packaging, sourcing environmentally friendly products and suppliers and encouraging reusable goods.

Our community and customers

During consultation on the Market's Strategic Plan 2021-25, environmental sustainability was identified as a key concern of our community. Many of our customers are passionate about sustainability and want to support businesses that care about the environment.

Our Council

The City of Port Phillip has developed a range of strategies to address climate change and other environmental issues (see p .7). The support and expertise of Council will be integral to delivering the key actions in this strategic plan.

Our vision and mission

South Melbourne Market vision

South Melbourne Market, the Quintessential Village Market.

A prosperous, authentic destination that is home to fresh, artisanal and cultural products; creative and joyful experiences; celebrates local; is a leader in sustainability; is loved, trusted and connects our customers and community.

Our sustainability mission

We're leading a transformation of the environmental impact of your Market; for our traders, our shoppers, our community, our planet.

Our priorities, commitments and actions

The Market has identified three priority areas to address over the next five years:

Our Priorities

Wipe out waste



Transition towards a zero-carbon operation



Reduce water use and impact on waterways



A focused approach to our environmental sustainability will allow us to achieve greater outcomes over the next five years and place us in a better position to address further opportunities in our 2027-31 strategy.



Buy better

We recognise that the goods sold at the Market have an environmental impact and if we want to really make a difference, we need to buy better. We will work towards curating a Market that champions sustainable and ethical businesses and encourage our traders to introduce responsibly sourced products.



Wipe out waste



At the Market, waste will be a dirty word. We will no longer think about managing waste, but instead about managing resources. About how we can avoid using resources that we don't need to and how we can retain their value by using them again, and again. Together with our traders and community, we will make changes to adopt a robust circular economy approach across the Market and work towards eliminating waste to landfill.

Our 2023 – 2027 commitments

We will phase out avoidable and problematic single-use plastics for takeaway food and onsite consumer packaging*

We will embed a circular economy approach to reduce our overall waste production and to effectively recover and reuse materials

We will reduce the environmental impact of stall fit-out and asset upgrade through asset retention, efficient design and responsible sourcing that optimises the use of recycled and reused materials

2027 targets



All onsite consumer packaging* is **100%** recyclable, reusable or home compostable

60% reduction in types of single-use plastic packaging used

85% of waste diverted from landfill

Zero food waste to landfill and **25%** increase in food recovery

50% of materials in stall fit-out and asset upgrades from renewable, reused or recycled sources and **50%** capable of reuse at end of life

100% FSC certified timber used in fit-outs

*Plastic items that are used directly by our traders to package goods onsite – bags, trays etc. This does not include plastic packaging from the supply chain.

Waste actions 2023 – 2027

Key initiative	Actions	Indicative timeline
Phase out single-use plastic packaging for takeaway food and avoidable consumer plastic packaging	Develop a policy on acceptable consumer packaging (prioritising recycled and recyclable materials)	2023
	Develop an <i>Early Adopter</i> grant scheme to provide financial support to traders wanting to make sustainable changes to their business operation	2023 – 2026
	Undertake audit of single-use plastic, research viable alternatives and work with traders to develop a staged plan for a five-year phasing out of single-use plastics that have a viable alternative	2023 – 2027
	Develop a “reusables first” campaign to encourage customers to avoid single-use items	2024
Reduce environmental impact of stall fit-out, internal marketing and asset upgrade through asset retention, efficient design and responsible sourcing that optimises the use of recycled and reused material	Develop procurement standards for Market printed material and signage (made from recycled content and able to be reused and recycled)	2023
	Develop green fit-out guidelines, ensuring reuse is actively considered in design plans and decommissioning of materials from existing units and include criteria as part of stall expression of interest assessments	2024 – 2027

Waste actions 2023 – 2027

Key initiative	Actions	Indicative timeline
We will reduce our overall waste production and embed a circular economy approach across our waste management to effectively recover and reuse materials	Develop and implement waste free/green events policy	2023
	Improve and expand customer and trader facing bins (including green waste and Simply Cups bins) to improve waste streaming and separation	2023
	Improve partnership with food rescue organisation/s to increase collection volumes (e.g. biweekly rather than weekly pickups) and investigate options for livestock feed partnership for permissible food waste	2023
	Undertake a review of current waste streaming, including organic waste, to identify best practice processing and outcome opportunities	2024
	Undertake review and develop plan for infrastructural and operational changes required to deliver 100% waste diversion	2024
	Introduce staged waste diversion targets and a Key Performance Indicator into cleaning contract to encourage innovation in waste management	2024 – 2026



Transition to a zero carbon operation



We will further mitigate our contribution to climate change by reducing our energy demand, increasing our energy efficiency and continuing our transition away from fossil fuels. We will build upon our achievement of using 100% renewable electricity in Market operations by transitioning our traders to renewable electricity and introducing a gas-by-exception policy.

Our 2023 – 2027 commitments

We will reduce electricity use, increase energy efficiency across the Market and achieve site-wide renewable electricity use

We will transition away from gas for Market operations and reduce gas use in Market tenancies

We will promote sustainable transport options as the primary way to access the Market

2027 targets



Zero scope 1 and 2 carbon emission in Market operations

A **25%** reduction in electricity use

100% of traders on renewable electricity

Zero gas used in Market operations and no new gas connections approved in tenancies except by exemption

Increase in customers using sustainable transport measures*

*Specific target will be set following benchmarking through annual customer survey. This will be updated in the annual review of the strategy actions and targets.



Energy actions 2023 – 2027

Key initiative	Actions	Indicative timeline
We will reduce electricity use, increase energy efficiency and achieve site-wide renewable electricity use	Increase energy efficiency standards of systems and appliances (such as hot water systems)	As upgraded
	Complete audit of current lighting energy output and upgrade internal light systems to meet new building code (22 watts per sqm)	2024
	Embed energy efficiency upgrades into asset management plan	2024
	Transition all traders to renewable electricity and energy efficient appliances	2024 and ongoing
Transition away from gas toward all electric solutions for Market operations and reduce gas use in Market tenancies	Undertake audit of the Market power supply upgrade required to transition away from gas connections in tenancies	2025
	Develop a gas-by-exception policy outlining criteria for approval for gas connection for commercial cooking	2026
	Develop policy that end-of-life forklifts must be replaced with electric options	2027
Promote sustainable transport options as the primary way to access the Market	Promote sustainable transport as the preferred option for visiting the Market	2023 and ongoing
	Provide electronic tram timetable signage at key locations in Market	2024



Reduce our water use and impact on waterways



We will review and address water efficiency across the Market to ensure that our water is being used wisely and operate the Market in ways that minimises our impact on our waterways.

Our 2023 – 2027 commitments

We will reduce potable water consumption in Market operations and tenancies

We will reduce the impact of Market operations on waterways

2027 targets

Reduction in potable water use in Market operations*

Reduction in potable water use in tenancies*

All new water consuming equipment in Market operations has a flowrate of less than 7L per min or **6 star** WELS rating

All contractors and traders using water safe and **environmentally sustainable** cleaning products in their operation

*A specific target will be set following action to audit and benchmark water use. This will be updated in the annual review of the strategy actions and targets.





Water actions 2023 – 2027

Key initiative	Actions	Indicative timeline
Reduce potable water use at the Market	Undertake benchmarking for existing water use and set a 2027 potable water target	2023
	Set minimum water efficiency standards for new appliances, fixtures and cooling equipment and incorporate into new licence agreements and cleaning contract	2024
Reduce impact of Market operations on waterways	Include guidelines on suitable cleaning products in green leases	2024
	Investigate site-wide cleaning product solutions to reduce chemical usage onsite (e.g. E-water systems) to align with new cleaning tender	2025



Embedding sustainability

Achieving our mission will require collaboration across all key stakeholders. In addition to the actions for each of the key priorities we have identified a range of actions that will help to embed sustainability and improve our environmental outcomes.

Information and education

We will educate our community and traders about environmental sustainability practices at the Market and the ways they can shop, cook and live more sustainably.

Actions	Timeline
Publish and promote quarterly reports on the Market's sustainability achievements	2023 and ongoing
Install a sustainability information wall to promote the Market initiatives and achievements	2024
Further develop the Market's school and public tour program and increase the capacity to run tours	2024
Develop a 'food education' marketing and events program that covers aspects such as seasonality, avoiding food waste, the waste hierarchy, food miles, food provenance, and general food literacy	2024 and ongoing
Develop criteria and introduce recognition program for traders that are demonstrating sustainable business practices	2024 and ongoing
Implement a campaign to promote local and sustainable products throughout the buying journey.	2025

Partnerships

Partnerships with key groups and bodies will be crucial to the successful delivery of our strategy. The expertise, leadership and innovations they provide will help us to ensure we are achieving the best outcomes and provide opportunities to amplify our impact.

Actions	Timeline
Pursue partnerships with key sustainability stakeholders such as Sustainability Victoria (SV), Circular Economy Business Innovation Centre (CEBIC), Metropolitan Waste and Resource Recovery Group (MWRRG) to deliver opportunities including: training and grant information for traders, community workshops and education	2023 and ongoing
Develop a partnership with Traditional Owners which may include: onsite recognition and information, collaboration with tours, events and education programs	2024 and ongoing

Governance

The City of Port Phillip and South Melbourne Market Committee have overall accountability for climate risk and environmental sustainability matters. Regular reports to the Council and Committee will ensure that the strategic approach is continuously monitored.

Actions	Timeline
Introduce key performance indicators (KPI's) into staff employee plans	2023
Consolidate and improve operational reporting systems	2023 - 2024
Introduce criteria on sourcing/product sustainability into the Market's expression of interest and licence renewal process	2024
Update licences at point of renewal to include <i>Green Licence</i> terms covering energy, waste and water considerations for traders	2024
Implement an annual sustainability survey to measure customers habits and attitudes	Annually

Training and development

In order to achieve our sustainability targets, the Market must ensure that the management team and traders are equipped with the necessary skills to deliver the best outcomes.

Actions	Timeline
Include environmental sustainability in Market Management staff induction program	2023
Provide training and information in circular economy and environmental sustainability to Market traders	2024 and ongoing



Report and review



The South Melbourne Market's Environmental Sustainability Strategy is in place for the period of 2023 - 2027 and will be reported against in the Market's Annual Report.

An internal *Sustainability Action Plan and KPI (2023 - 2027)* will be reviewed and updated annually as progress is made and as new opportunities arise.





THE
VILLAGE
MARKET

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